

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
NEW JERSEY	7,730,188	8,414,350	8,648,219	9,037,548
MEDIAN AGE (YRS)		36.8	37.7	39.0
ATLANTIC CITY, NJ	319,416	354,878	365,797	384,327
MEDIAN AGE (YRS)		38.3	39.2	40.3
HISPANICS (ANY RACE)		34,107	37,546	43,238
STATE'S PERCENTAGE		9.61%	10.26%	11.25%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	266,332	271,231	279,656
MSA'S PERCENTAGE	75.05	76.43	78.80
MEDIAN AGE (YRS)	41.0	42.2	44.1
BLACK/AFRICAN-AMERICAN	49,712	51,607	54,744
MSA'S PERCENTAGE	14.01	14.54	15.43
MEDIAN AGE (YRS)	31.4	32.1	32.8
AMERICAN INDIAN/NATIVE	855	925	1,056
MSA'S PERCENTAGE	0.24	0.26	0.30
MEDIAN AGE (YRS)	33.1	33.5	32.5
ASIAN	13,432	15,199	17,995
MSA'S PERCENTAGE	3.78	4.28	5.07
MEDIAN AGE (YRS)	33.7	35.3	37.7
HAWAII/PACIFIC ISLANDER	154	154	169
MSA'S PERCENTAGE	0.04	0.04	0.05
MEDIAN AGE (YRS)	27.5	26.7	27.1
OTHER	16,686	18,496	21,459
MSA'S PERCENTAGE	4.70	5.21	6.05
MEDIAN AGE (YRS)	25.8	27.0	28.5

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	42,972	44,172
SUBURBAN	287,113	302,978
RURAL	35,712	37,177

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN		-----	
PER CAPITA	\$46,685	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$5,765,359,000	\$7,132,989,000	23.72%
FOOD AT HOME TOTAL	\$755,447,100	\$868,670,100	14.99%
FOOD AWAY FROM HOME TOTAL	\$652,486,500	\$802,646,700	23.01%
FOOD AS % OF TOTAL EXPENDITURES	24.42%	23.43%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$161,268,600	\$188,248,000	16.73%
FISH & SEAFOOD PRODUCTS	\$18,094,800	\$20,452,100	13.03%
FRUITS & VEGETABLES	\$90,996,400	\$102,539,400	12.69%
DAIRY PRODUCTS	\$85,328,200	\$97,838,000	14.66%
BAKERY PRODUCTS	\$87,714,200	\$97,442,500	11.09%
CEREALS & PRODUCTS	\$42,842,700	\$50,573,800	18.05%
PREPARED FOODS	\$101,357,700	\$117,421,700	15.85%
JUICES	\$26,271,400	\$29,821,900	13.51%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$44,271,400	\$60,612,200	36.91%
FAST FOOD	\$20,843,800	\$27,950,800	34.10%
FULL SERVICE	\$23,427,600	\$32,661,500	39.41%
LUNCH	\$154,212,800	\$189,835,800	23.10%
FAST FOOD	\$93,757,500	\$113,345,600	20.89%
FULL SERVICE	\$60,455,200	\$76,490,200	26.52%
DINNER	\$243,356,700	\$304,667,800	25.19%
FAST FOOD	\$89,737,800	\$109,336,000	21.84%
FULL SERVICE	\$153,618,900	\$195,331,800	27.15%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$1,139	\$1,262	10.80%
POULTRY	\$396	\$439	10.86%
EGGS	\$58	\$62	6.90%
FISH & SEAFOOD			
FRESH	\$79	\$83	5.06%
FROZEN	\$29	\$33	13.79%
CANNED	\$20	\$21	5.00%
FRUITS / VEGETABLES			
FRESH	\$473	\$509	7.61%
CANNED	\$73	\$81	10.96%
FROZEN	\$74	\$75	1.35%
OTHER	\$23	\$22	-4.35%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$177	\$190	7.34%
CHEESE	\$160	\$166	3.75%
ICE CREAM	\$100	\$108	8.00%
BUTTER / MARGARINE	\$53	\$64	20.75%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$496	\$524	5.65%
COOKIES	\$87	\$91	4.60%
CRACKERS	\$36	\$38	5.56%
CEREALS & PRODUCTS			
CEREALS	\$165	\$175	6.06%
PASTA PRODUCTS	\$60	\$70	16.67%
FLOUR & MIXES	\$36	\$42	16.67%
RICE	\$42	\$51	21.43%
PREPARED FOODS			
SNACKS/CHIPS	\$119	\$138	15.97%
JUICES	\$186	\$200	7.53%
FROZEN/PREP. OTHER	\$87	\$100	14.94%
SOUPS	\$67	\$78	16.42%
SAUCES & GRAVIES	\$61	\$61	0.00%
BABY FOOD	\$45	\$48	6.67%
FROZEN MEALS	\$37	\$42	13.51%
NUTS	\$30	\$33	10.00%
SALADS	\$28	\$33	17.86%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch